

Consumer Perception Towards Hatsun Products with Special Reference to Namakkal District.

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ABSTRACT

Consumer perception towards Hatsun dairy products involves understanding how consumer perceive the brand, its products, and the overall reputation on the market. It includes the factors such as product quality, taste, pricing, packaging, availability, and customer service. The study adopted the survey method research approach to collect data from the selected people. The data has been analysed using various statistical tools. The author briefly examined the consumer perception towards Hatsun products including its objectives. It is found that the customer is highly satisfied with the price and quality of Hatsun products. If the Hatsun takes required steps to satisfy their customer, it creates an invariant position in the minds of the customer.

KEY WORDS: Hatsun, consumer satisfaction, Product, Taste, Quality.

INTRODUCTION

The purpose of business is to create a customer – Peter F. Drucker. The ultimate objective of business is to create a customers. Satisfaction of the customer is the most important goal of business. So far, the dairy business in India merely means milk production. To sustain and enhance dairy business, firms need to focus its efforts on marketing. The rules of marketing are so frequently changing as it has never been expected by the companies. Milk is sourced from very fine-quality cows that are reared in the pastoral heart lands. Fed on lush green grass, drinking clean water, breathing in crisp fresh air and basking in golden sunlight. The cows provide creamy, frothy milk that goes in to the making of every dairy product of Hatsun. The brand commands a national presence and is available in various product forms – cooking & table butter, ghee, varieties of curd, and dairy whitener - coming in various sizes and packaging formats. The brand is rapidly expanding its frontiers and growing at a steady pace.

The study based on consumer perception towards Hatsun products with special reference to Namakkal District. Foods is undertaken for assessing the customers behaviour towards Hatsun milk foods and milk products and to understand the expectations of the customers towards milk and milk products which will in turn help to take appropriate action by the management for removing the short falls.

REVIEW OF LITERATURE

1. Dr. K. Vanaja (2019), A Study on customer preference towards Hatsun Milk Products with Special Reference to Coimbatore city. Price has a significant and positive impact on customers' perception and choice in selecting Hatsun products. Generally, the customer changes their behaviour frequently on the basis of price and quality. However the data shows the customer buy the Hatsun Milk for its quality and taste. It has to be pointed out that milk customers prefer taste over price.

2. Angujanani. G. Sreeya (2019), "Impact of Brand Loyalty on Consumers Packaged Milk products in Chennai" customers' minds are vital for the growth and survival when it comes to appeal and selling things to customers. For dairy goods, especially packaged milk, competition is unavoidable. Branded milk such as Aavin, must maintain its current quality and distribution channels. When compared to other milk brands, the Aroky Milk brand needs to adjust its price method.

3. Ramya.N and S.A. Mohamed Ali (2018), "A Study on consumer buying behaviour towards Amul product with special reference to Coimbatore city". The Buying Behaviour is positive, indicating that the consumer's purchasing behaviour is strong. The product's promotional techniques can be modified in order to boost the company's sales

significantly. As a result, it has thorough research in a specific field.

OBJECTIVES OF THE STUDY

1. To understand customers' attitudes and opinions about the brand.
2. To study the customers' preferences regarding the product.
3. To analyze the overall consumer satisfaction.
4. To provide suggestion over Hatsun products.

SCOPE OF THE STUDY

The scope of Consumer perception towards Hatsun dairy products involves understanding how consumers perceive the brand, its products, and the overall reputation in the market. It includes factors such as product quality, taste, pricing, availability, and customer service. Analysing consumer perception can help Hatsun Dairy identify strengths and weaknesses, make informed marketing decisions, and improve customer satisfaction.

METHODOLOGY

Conducting survey by issuing questionnaires to 50 people. The data is given below.

TABLE NUMBER: 1
WHY DO YOU PREFER HATSUN

PREFERENCE OF HATSUN	NUMBER OF RESPONDENTS	PER CENTAGE OF RESPONDENTS (%)
PRICE	12	24
AVAILABILITY	15	30
TASTE	16	32
VARIETY	7	14
TOTAL	50	100

Source: Primary data

Interpretation

The above table shows that 32 per cent respondents prefer Hatsun for taste. 30 per cent of respondents are prefer Hatsun for availability. 24 per cent of respondents prefer Hatsun for their price and 7 per cent of respondents prefer Hatsun for their variety. Thus the majority of the major ity of the respondents are prefer Hatsun for their taste.

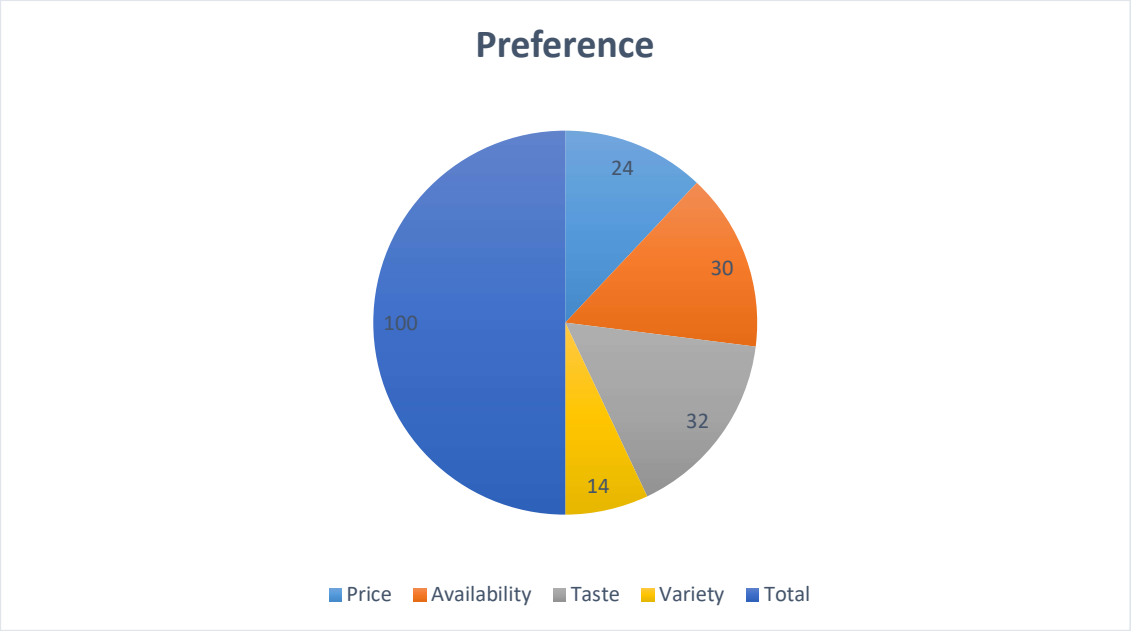


TABLE NUMBER : 2

PRODUCT OF HATSUN	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
CURD	25	50
GHEE	5	10
CHEESE	8	16
PANEER	7	14
BUTTER	5	10
TOTAL	50	100

Source : Primary data.

Interpretation

The above table shows that 50 per cent of the respondents are mostly attracted by curd. 16 per cent of the respondents are mostly attracted by cheese. 14 per cent of the respondents are mostly attracted by paneer and 10 per cent of the respondents are mostly attracted by ghee and butter.

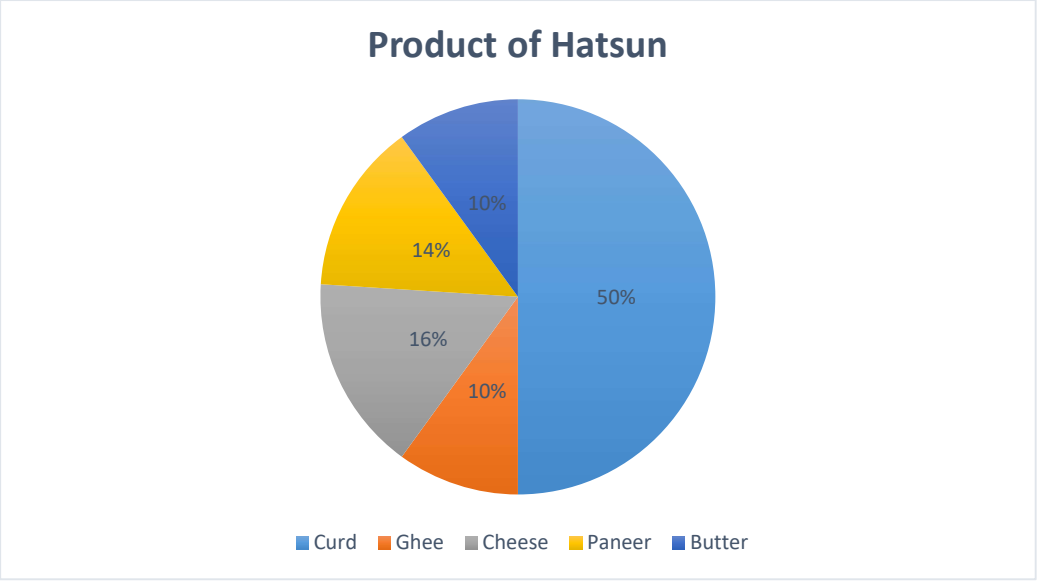


TABLE NUMBER : 3
ON WHICH BASIS DO YOU PURCHASE

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
TASTE	21	42
RATE	6	12
PURITY	15	30
QUANTITY	8	16
TOTAL	50	100

Source : Primary data.

Interpretation

From the above table we could infer that 42 per cent of the respondents are purchased Hatsun based on taste. and12 per cent of the respondents are purchased Hatsun based on rate. 30 per cent of the respondents are purchased Hatsun based on purity. 16 per cent of the respondents are purchased Hatsun based on quantity.

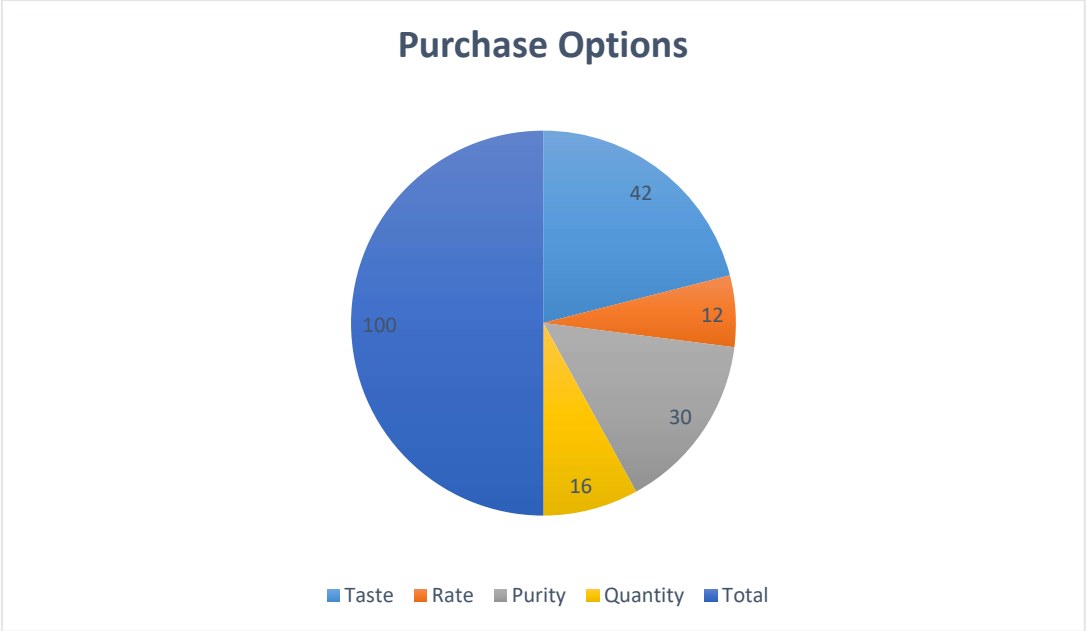


TABLE NUMBER : 4
HOW DO YOU RATE THE QUALITY

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
EXCELLENT	8	16
VERY GOOD	20	40
GOOD	15	30
FAIR	7	14
TOTAL	50	100

Sources : Primary data

Interpretation

From the above table we could infer that 40 per cent of the respondents are rate the quality as very good. 30 per cent of the respondents are rate the quality as good. 16 per cent of the respondents are rate the quality as excellent and 14 per cent of the respondents are rate the quality as fair.



TABLE NUMBER : 5
HOW WOULD YOU RATE THE PRICE

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (&)
EXCELLENT	11	22
VERY GOOD	9	18
GOOD	22	44
FAIR	8	16
TOTAL	50	100

Source : Primary data

Interpretation

The above shows that 44 per cent of the respondents tells that the price is good. 22 per cent of the respondents tells that the price is excellent. 18 per cent of the respondents tells that the price is very good and 16 per cent of the respondents tells that the price is fair.



TABLE NUMBER : 6
ARE SATISFIED WITH THE PRODUCT

OPTIONS	NUMBER OF REpondENTS	PERCENTAGE OF RESPONDENTS
YES	41	82
NO	9	18
TOTAL	50	100

Source : Primary data

Interpretation

From this table we could infer that 82 per cent of the respondents are satisfied with the product and 18 per cent of the respondents are not satisfied with the product.



FINDINGS

- Majority (32%) of the respondents are prefer Hatsun for their taste.
- Majority (50%) of the respondents are mostly attracted by curd.
- Majority (42%) of the respondents are purchased Hatsun based on taste.
- Majority (40%) of the respondents are rate quality as very good.
- Majority (44%) of the respondents tells that the price are good.
- Majority (82%) of the respondents are satisfied with the product.

SUGGESTIONS

- ❖ Hatsun products should wrk to improve the quality and taste.
- ❖ To compete with the market competitors, Hatsun should concentrate on their other products also.
- ❖ Try to enhance the variety of Hatsun products.

CONCLUSION

This study was undertaken to examine the Customers' perception and satisfaction towards Hatsun milk products. It also reveals that customer is satisfied with the quality of Hatsun products. Hence the research concluded that the price has a significant and positive impact on customers' perceptions and choices in selecting Hatsun products. Generally, the customer changes their behaviour frequently on the basis of price and quality. However the data shows the customer buys the Hatsun milk for its quality and taste. It has to be pointed out that customers prefer curd for its taste over price. If the Hatsun takes the required steps to satisfy their customer, it creates an invariant position in the minds of the customers.

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